



PLANNING COMMISSION AGENDA REPORT

MEETING DATE: NOVEMBER 12, 2013

ITEM NUMBER: PH-3

SUBJECT: PLANNING APPLICATION PA-13-18 TO OPERATE A MICRO-BREWERY WITH A TASTING ROOM IN AN EXISTING INDUSTRIAL BUILDING LOCATED AT 2957 RANDOLPH AVENUE.

DATE: OCTOBER 30, 2013

FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA, SENIOR PLANNER
(714) 754-5692 (antonio.gardea@costamesaca.gov)

PROJECT DESCRIPTION

The applicant is requesting approval of a conditional use permit for to establish a 10,000 square foot commercial micro-brewery, with a tasting room, in an existing, 19,600 square foot industrial building located at 2957 Randolph Avenue. The business will be subject to approval of a State Alcoholic Beverage Control (ABC) License Type 23 (Small Beer Manufacturer). The proposed hours of operation for the small beer manufacturer and the tasting room are from 5:00 a.m. to 12:00 a.m. Sunday through Thursday and 5:00 a.m. to 1:00 a.m. Friday and Saturday.

APPLICANT

The applicant is Greg Nylén & Brett Redmayne-Titley, representing Barley Forge Brewing Company, LLC, an agent of property owner Alice Willer-Zelden.

RECOMMENDATION

Approve by adoption of Planning Commission resolution, subject to conditions of approval.

BACKGROUND

Project Site

The property is zoned MG (General Industrial District) and has a general plan land use designation of Light Industrial. The property is within the South Bristol Entertainment & Cultural Arts (SoBECA) Urban Plan; however, the project does not require master plan approval because it does not activate the provisions of the urban plan.

The property is located approximately midblock on the west side of Randolph Avenue between Baker Street and Bristol Street. The site contains an existing industrial building with surface parking. The property shares a common driveway with 2967 Randolph Avenue to the north, which contains a one-story, 8,000 square-foot building occupied by various industrial uses. A total of 23 parking spaces are indicated on the site plan.

ANALYSIS

Conditional Use Permit

The applicant is proposing to use 10,000 square feet of the existing 19,600-square foot building as a microbrewery. Breweries/distilleries are a conditionally permitted use in the General Industrial district. As part of the small beer manufacturer (Brewery), the floor plans include an 890-square foot tasting area. The tasting area is less than ten percent of the total tenant space and is considered ancillary to the primary use¹. No food service is provided and no outdoor activities are proposed. The ABC License (Type 23) for a small beer manufacturer allows sales of alcoholic beverages for both on-site consumption (tasting) and off-premise consumption. A finding of public necessity or convenience is not necessary for a type 23 license.

The applicant is proposing the tasting room as a use complimentary to other restaurants and bars within close proximity such as the ones located in the Camp and the Commissary located at 2968 Randolph Avenue.

The hours of operation are from 5:00 a.m. to 12:00 a.m. Sunday through Thursday and 5:00 a.m. to 1:00 a.m. Friday and Saturday. The microbrewery includes an 890 square foot tasting room. During weekdays, the tasting room will be open at 5:00 p.m. and on weekends will be open at 11:00 a.m. The hours of operation are compatible with the Commissary Lounge located across the street at 2960 Randolph Avenue which was approved to remain open until 2:00 a.m.

¹ Incidental retail sales may be allowed in conjunction with an industrial use provided that the retail sales floor area does not exceed twenty (20) percent of the gross floor area or one thousand (1,000) square feet, whichever is less, and the retail products are related to the primary industrial use. Incidental retail sales that do not meet the floor area limitation shall be subject to review and approval of a minor conditional use permit.

Parking / Access

Code Section 13-93(m) requires on-site parking to be located on the same property as the proposed use. There are 23 on-site parking spaces. The microbrewery operation will have a low parking demand since the facility is mostly used for brewing and operated by a few employees during the day. The building is also occupied by a van rental facility on the front that uses the same parking. The site shares access and parking with the property to the north (2967 Randolph Avenue) under the same ownership. The businesses to the north include auto repair and service type uses. Those businesses as well as the van rental facility will be closed in early evening hours and the additional parking will be available to the tasting room customers. On-street parking is also available on Randolph Avenue; however, they are mostly occupied during the day by the businesses and at night by the patrons of nearby food and restaurant businesses.

Staff Justifications for Approval

Staff supports the above requests based on the following:

The proposed use, as conditioned, is compatible with the uses in the surrounding area. Compliance with the conditions of approval will allow this use to operate with minimal impact on surrounding properties and uses. The proposed microbrewery is located in close proximity to bars and restaurants in the SoBECA area. The property is approximately 500 feet away from the residentially-zoned property across Baker Street. The proposed use, as conditioned, will not generate adverse noise, traffic, or parking impacts that are unusual for industrially-zoned properties.

No adverse parking impacts are anticipated. The proposed tasting room will operate in the evening hours when the surrounding industrial businesses are closed. Customer and employee parking is required to occur on-site and not on adjacent properties. During the week, the operating hours of the tasting room start after 5:00 p.m. to not interfere with the adjacent uses that have standard business hours. Furthermore, the microbrewery has a limited number of employees (three brewers) working from the start of the business day and a second shift of sales staff (four employees) working during the later half of the day.

The site landscaping will be required to be replaced/installed in conjunction with this use. Staff has included a condition of approval, that parkway trees be installed and the landscaping replaced in the setback area prior to issuance of a certificate of occupancy for the proposed use.

ENVIRONMENTAL DETERMINATION

If approved, the project would be exempt from the provisions of the California Environmental Quality Act under Section 15301 for Existing Facilities. If the use is denied, they would be exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15270(a) for projects which are disapproved.

ALTERNATIVES

The Commission has the following alternatives:

1. Approve the use with the recommended conditions of approval to ensure any impacts to the adjacent properties and uses is minimized; or
2. Deny the use. If the project is denied, the property may still operate under the same limitations and conditions of approval for PA-13-18.

CONCLUSION

The proposed microbrewery and tasting room will be consistent with the City's Zoning Code and General Plan. The proposed project, as conditioned, will not have an adverse impact to surrounding properties. Therefore, staff supports the applicant's request.


ANTONIO GARDEA
Senior Planner


GARY ARMSTRONG, AICP
Development Services Director

- Attachments:
1. Draft Planning Commission Resolutions
 2. Applicant's Business Description
 3. Location Map
 4. Plans

cc: Director of Economic & Development / Deputy CEO
Sr. Deputy City Attorney
Public Services Director
City Engineer
Transportation Services Manager
Fire Protection Analyst
Staff (4)
File (2)

Gregory Nylen
816 Basin Drive
Topanga, CA 90290

Brett Redmayne
710 Puebla Street
Encinitas, CA 92024

Alice Willer-Zelden
1000 Pacific Coast Highway, #7
Huntington Beach, CA 92648

RESOLUTION NO. PC-13-____

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF COSTA MESA APPROVING CONDITIONAL USE
PERMIT PA-13-18 FOR OPERATION OF A MICROBREWERY
(BARLEY FORGE BREWING COMPANY, LLC).**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES
AS FOLLOWS:

WHEREAS, an application was filed by Gregory Nylen and Brett Redmayne, representing Barley Forge Brewing Company, LLC, with authorization from Alice Willer-Zelden, owner of property located at 2957 Randolph Avenue, for a conditional use permit for operation of a microbrewery (small beer manufacturer) that would be open past 11:00 pm (1:00 a.m. requested).

WHEREAS, a duly noticed public hearing was held by the Planning Commission on November 12, 2013, with all persons having the opportunity to speak for and against the proposed project.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit A, the Planning Commission hereby **APPROVES** PA-13-18 for operation of a small beer manufacturer and tasting room with hours of operation past 11:00 p.m.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for PA-13-18 and upon applicant's compliance with each and all of the conditions contained in Exhibit B as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 12th day of November, 2013

Jim Fitzpatrick, Chair
Costa Mesa Planning Commission

STATE OF CALIFORNIA))ss
COUNTY OF ORANGE)

I, Claire Flynn, secretary to the Planning Commission of the City of Costa Mesa, do hereby certify that the foregoing Resolution was passed and adopted at a meeting of the City of Costa Mesa Planning Commission held on November 12, 2013, by the following votes:

AYES: COMMISSIONERS

NOES: COMMISSIONERS

ABSENT: COMMISSIONERS

ABSTAIN: COMMISSIONERS

Claire Flynn, Secretary
Costa Mesa Planning Commission

EXHIBIT A

FINDINGS

- A. The proposed project complies with Costa Mesa Municipal Code Section 13-29(e) because:
1. A compatible and harmonious relationship exists between the proposed use and existing buildings, site development, and uses on surrounding properties.
 2. Safety and compatibility of the design of the buildings, parking areas, landscaping, luminaries, and other site features including functional aspects of the site development such as automobile and pedestrian circulation.
 3. The proposed use will comply with the performance standards as prescribed in the Zoning Code.
 4. The proposed use is consistent with the General Plan.
 5. The planning application is for a project-specific case and does not establish a precedent for future development.
 6. The cumulative effect of all the planning applications have been considered.

- B. The information presented substantially complies with Costa Mesa Municipal Code Section 13-29(g)(2) with regard to the conditional use permit because:
- a. The proposed development or use is substantially compatible with developments in the same general area and would not be materially detrimental to other properties within the area.
 - b. Granting the conditional use permit will not be materially detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood.
 - c. Granting the conditional use permit will not allow a use, density or intensity which is not in accordance with the general plan designation and any applicable specific plan for the property.

Specifically, the proposed use, as conditioned, is compatible with the uses in the surrounding area. Compliance with the conditions of approval will allow this use to operate with minimal impact on surrounding properties and uses. As conditioned, the proposed use, will not generate adverse noise, traffic, or parking impacts that are unusual for industrially-zoned properties. The property is approximately 500 feet away from the nearest residentially-zoned properties (across Baker Street). The Police Department has reviewed the proposed use and has no objections to the approval of the application. The hours of operation for the tasting room will be limited to evening hours when the surrounding industrial businesses are closed and additional on-site parking is available. Customer and employee parking is required to occur on-site and on the adjacent property with a common drive. The site landscaping and parking lot striping for both properties will be required to be repaired/replaced in conjunction with this use.

- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines; and the City's environmental procedures, and has been found to be exempt from CEQA under Section 15301 for Existing Facilities.

- D. The project, as conditioned, is consistent with Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code in that the development project's traffic impacts will be mitigated by the payment of traffic impact fees.

EXHIBIT B**CONDITIONS OF APPROVAL**

- PIng. 1. The use shall be limited to the type of operation as described in the applicant's letter of description and staff report. Any change in the operational characteristics including, but not limited to, the hours of operation and additional services provided, shall require review by the Planning Division and may require an amendment to the conditional use permit, subject to either Zoning Administrator or Planning Commission approval, depending on the nature of the proposed change. The applicant is reminded that Code allows the Planning Commission to modify or revoke any planning application based on findings related to public nuisance and/or noncompliance with conditions of approval [Title 13, Section 13-29(o)].
2. Live entertainment may only be permitted subject to City issuance of a "public entertainment permit." Contact Code Enforcement (754-5623) for application information.
3. The maximum occupancy, as determined by provisions of the Uniform Building Code or other applicable codes, shall be posted in public view within the premises, and it shall be the responsibility of management to ensure that this limit is not exceeded at any time.
4. The business shall be conducted, at all times, in a manner that will allow the quiet enjoyment of the surrounding neighborhood. The applicant and/or business owner shall institute whatever security and operational measures are necessary to comply with this requirement.
5. The parking lot shall be posted with signs directing customers and employees to use consideration when entering their cars and leaving the parking lot.
6. All lots where parking is provided shall be equipped with lighting of sufficient power to illuminate and make easily discernable the appearance and conduct of all persons on or about the parking lot.
7. Customer and employee parking shall occur on-site and not within surrounding streets. If parking problems arise, the operator shall institute whatever operational measures are necessary to minimize or eliminate the problem, including, but not limited to, providing free on-site valet service.
8. All sales and service staff (within 90 days of hire) shall complete Responsible Beverage Service (RBS) training with a California Department of Alcoholic Beverage Control approved provider. A copy of the training certificates shall be kept on premises and presented to any authorized City official upon request.
9. The applicant shall maintain free of litter all areas of the premises under which applicant has control.
10. No outside food shall be allowed to be consumed on site (within the facility as well as the parking lot). This restriction includes catering and food vendors.
11. A copy of the conditions of approval for the conditional use permit must be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
12. Hours of operation shall be limited to the hours of 5:00 a.m. to 12:00 a.m. Sunday through Thursday and 5:00 a.m. to 1:00 a.m. Friday and Saturday. During weekdays, the retail operations shall not open before 5:00 p.m. and on

weekends will be open at 11:00 a.m. The tasting room shall not operate prior to 6:00 p.m. on weekdays. Any change in the hours or days of operation shall require the assessment of additional traffic impact fees.

13. The conditions of approval and ordinance or code provisions of planning application PA-13-18 shall be blueprinted on the face of the site plan as part of the plan check submittal package.
14. The applicant shall contact the Planning Division to arrange Planning inspection of the site prior to the release of occupancy/utilities. This inspection is to confirm that the conditions of approval and code requirements have been satisfied.
15. Two (2) sets of detailed landscape and irrigation plans, which meet the requirements set forth in Costa Mesa Municipal Code Sections 13-101 through 13-108, shall be required as part of the project plan check review and approval process. Plans shall be forwarded to the Planning Division for final approval prior to issuance of building permits.
16. The landscaping in the front setback area shall be replaces/reinstalled.
17. The applicant shall plant two 24-inch box Pyrus 'Chanticleer' trees in the parkway.
18. Landscaping per the above conditions of approval shall be installed in accordance with the approved plans prior to final inspection or occupancy clearance.

CODE REQUIREMENTS:

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- | | |
|--------------|---|
| Plng. | <ol style="list-style-type: none"> 1. Approval of the planning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by obtaining a business license and legally establishes the business. If the applicant is unable to establish the use within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the planning application. 2. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance. 3. Comply with all requirements of Articles 5 and 9, Chapter V, Title 13 of the Costa Mesa Municipal Code relating to industrial development standards. 4. Parking stalls shall be double-striped in accordance with City standards. 5. Trash enclosure(s) or other acceptable means of trash disposal shall be provided. The trash enclosure shall conform with the City design standards. Standard drawings are available from the Planning Division. 6. All exits shall be clearly marked with "EXIT" signs. 7. Comply with all conditions of the California Alcoholic Beverage Control Board. |
| Bus.
Lic. | <ol style="list-style-type: none"> 8. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections, final occupancy and utility releases will not be granted until all such licenses have been obtained. |
| Bldg. | <ol style="list-style-type: none"> 9. Comply with the requirements of the 2010 California Building Code, 2010 California Electrical Code, 2010 California Mechanical Code, 2010 California Plumbing Code, 2010 California Green Building Standards Code, and 2010 California Energy Code (or the applicable adopted California Building Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Green Building Standards and California Energy Code at the time of plan submittal) and California Code of Regulations also known as the California Building Standards Code, as amended by the City of Costa Mesa. 10. Compliance with the 2010 California Building Standards shall be required as per section 5.701. 11. Plans shall show compliance with Chapter 11B of the 2010 California Building Code. 12. The applicant shall contact the Southern California Air Quality Management District (SCAQMD) at 800-288-7664 for potential additional conditions of development or required permits by SCAQMD. 13. Comply with the requirements of the California Department of Food and Agriculture (CDFA) to determine if red imported fire ants exist on the property prior to any soil movement or excavation. Call CDFA at (714) 708-1910 for information. |

14. Provide a plan to the County of Orange Health Department for review and approval.
15. Fulfill mitigation of off-site traffic impacts at the time of issuance of occupancy by submitting to the Planning Division the required traffic impact fee pursuant to the prevailing schedule of charges adopted by the City Council. The traffic impact fee is calculated including credits for all existing uses. At the current rate per trip end, the traffic impact fee is \$38,734.00. NOTE: The Traffic Impact Fee will be recalculated at the time of issuance of building permit/certificate of occupancy based upon any changes in the prevailing schedule of charges adopted by the City Council and in effect at that time.
16. Customer shall contact the Mesa Water District – Engineering Desk- and submit an application and plans for project review. Customer must obtain a letter of approval and a letter of completion from Mesa Water District.

RESOLUTION NO. PC-13__

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF COSTA MESA DENYING CONDITIONAL USE PERMIT
PA-13-18**

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES
AS FOLLOWS:

WHEREAS, an application was filed by Gregory Nylén and Brett Redmayne, representing Barley Forge Brewing Company, LLC, with authorization from Alice Willenz, owner of property located at 2957 Randolph Avenue, for a conditional use permit for operation of a microbrewery (small beer manufacturer) that would be open past 11:00 pm (1:00 a.m. requested).

WHEREAS, a duly noticed public hearing was held by the Planning Commission on November 12, 2013, with all persons having the opportunity to speak for and against the proposed project.

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit A, the Planning Commission hereby **DENIES** PA-13-18 with respect to the property described above.

PASSED AND ADOPTED this 12th day of November, 2013

Jim Fitzpatrick, Chair
Costa Mesa Planning Commission

EXHIBIT A

FINDINGS (DENIAL)

- A. The proposed project does not comply with Costa Mesa Municipal Code Section 13-29(e) because:
 - 1. A compatible and harmonious relationship does not exist between the proposed use and existing buildings, site development, and uses on surrounding properties.
 - 2. The proposed use is not consistent with the General Plan or Redevelopment Plan.
- B. The information presented does not comply with Costa Mesa Municipal Code Section 13-29(g)(2) with regard to the conditional use permit amendment in that the proposed use is not compatible with developments in the same general area. Granting the request will be materially detrimental to the health, safety, and general welfare of the public or otherwise injurious to properties or improvements within the immediate neighborhood.
- C. The Costa Mesa Planning Commission has denied Planning Application PA-08-12 A1. Pursuant to Public Resources Code Section 21080(b)(5) and CEQA Guidelines Section 15270(a) CEQA does not apply to this project because it has been rejected and will not be carried out.
- D. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.



OVERVIEW

BARLEY FORGE BREWING COMPANY, LLC
Costa Mesa California

“Brewers enjoy working to make beer
as much as drinking beer instead of working.”
Harold Rudolph, 19th century American artist

MISSION STATEMENT

Our mission is to forge handcrafted, high-quality beer using methods that are profitable, sustainable, and inspired by the melting pot of unique cultures and cuisines in southern California.

OUR PHILOSOPHY

Out of love for our craft, we brew outstanding, innovative beers that enrich our customers' lives and expand their culinary horizons.

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EXECUTIVE SUMMARY

Barley Forge will be a 15-barrel production craft brewery located in the heart of Orange County, an area where over three million people live. We have also chosen Costa Mesa specifically because the city currently has no production breweries, and because we have found a 10,000 square foot industrial space at 2957 Randolph Avenue in the vibrant, pedestrian friendly, mixed-use SoBeCA district. Our brewery will be a perfect compliment to such nearby shopping areas as The Camp and The Lab, which have many restaurants and bars offering craft beer. Founders Greg Nysten and Dave Stolte also have long ties to Orange County – Greg moved to Irvine in 1969, for example, and Dave Stolte lived in that city for many years. We are therefore intimately familiar with the area and its demographics. Costa Mesa in general, and the SoBeCa district in particular, are also centrally located in Orange County and freeway-close.

We will brew craft ales in the Belgian tradition, which allows the use of spices, herbs and other adjuncts, so that we can draw upon and market to the multicultural melting pot that is Southern California. For example, we have crafted award-winning recipes for beers specifically designed to complement Mexican cuisine that incorporate indigenous ingredients such as agave, jamaica (hibiscus flowers) and Mexican cinnamon and vanilla, and are intended to offer a refreshing alternative to the usual lineup of flavorless generic pilsners one finds in Mexican restaurants. We are also working on recipes targeted toward other cultural groups and their cuisines in Orange County that have been ignored by the craft-beer segment, including the Chinese-American and other Asian and Southeast Asian communities, incorporating such ingredients as lemon grass, five spice blend, and ginger. These beers will appeal to the Hispanic and Asian communities, which make up 34.1% and 18.9% of the population in Orange County, respectively, according to 2012 Census Data. And we have perfected award-winning recipes that are simply great craft beers of general appeal.

We intend to open as a production brewery with a bottling line and small tasting room. The tasting room would not be a bar or restaurant. Rather, it will be akin to the type of facility one would encounter at a small winery (or many other production breweries in California), where customers could try a beer and take home a six pack or “growler” (jug designed to hold beer). Because California is unique in allowing breweries to self-distribute and does not require them to go through

wholesalers and the “three-tier” distribution system that draws away profits at each stage in many other states, we will self-distribute our beers using a dedicated sales force in the surrounding communities.

OUR BEERS

Our beers are the culmination of hundreds of hours and years of recipe development and fine-tuning on the competitive homebrew competition circuit. We have entered our beers in many prestigious competitions judged by Beer Judge Certification Program (BJCP) judges, taken the judges’ detailed feedback to heart and re-entered our beers in the same competitions in successive years. As a result of this process, our beers have won many awards, as reflected in Appendix B.

The main year-round beer line we will launch with are depicted on the following pages. The beers will be packaged in kegs and 12-ounce “heritage” bottles, which have a unique vintage look (think Sierra Nevada, which uses such bottles), and will stand out on crowded shelf facing and will make for compact six-packs (see Appendix C). The label design is inspired by the famous Mexican Loteria cards. We will also have a seasonal beer line, with one style for each season. Finally, we will have a barrel-aging program so we can age our beers in various types of wood, and we will make our experimental beers available to our “Tubal-Cain Society” members (details under Marketing Plan).

OUR COMMITMENT TO GREEN PRODUCTION PROCESSES

We are committed to reducing our environmental footprint as much as possible. To that end, we will use much of our spent grain from the brewing process to make spent grain bread, and sell or give away the rest to farmers to use as feed and compost. We will find similar uses for our spent hops and yeast. We will use “solar tube” skylights to reduce or eliminate the need to have lighting turned on in the brewhouse during the day. As soon as we can afford it, and if the city will allow it, we will also consider installing solar rooftop power. We will also have an employee shower to encourage employees to bike to work.

OUR TEAM

GREG NYLEN

President and Co-Founder

Greg Nylen is a shareholder at Greenberg Traurig, an international law firm that is among the 10 largest firms in the United States. Greg developed a passion for brewing more than 20 years ago, and has been honing his brewing skills ever since. He is a Recognized BJCP Beer Judge and is a multiple award-winning homebrewer. Greg has spent over a decade developing the recipes for our beer lineup and has invested thousands of dollars in a state-of-the-art pilot brewing system that will be turned over to the brewery to use in recipe development once we are up and running. This is the same professional grade B-2100 system manufactured by More Beer! that is currently used by Stone Brewing in San Diego, Rogue Brewery in Newport, Ore., and many other breweries to develop new recipes.

Greg will oversee recipe creation and development and work with the Head Brewer to continually improve the product line; work with our Brewery Manager to determine best practices for facility operations; work with Dave Stolte and consultants in developing marketing efforts for the brewery; run beer dinners and tasting events; and represent the brewery at events and conferences. Greg will also handle or work with outside counsel regarding all legal aspects of the business.

DAVE STOLTE

Design Director and Co-Founder

Dave Stolte has been in the business of design and illustration for more than 30 years. Clients and employers include Mike Rowe, ARCO, Honda, Toshiba, The State Bar of California, and Philips. Awards and honors include a MAGGIE award, a Jesse H. Neal Business Journalism Award, and inclusion in the New York Society of Illustrators 51. Dave was the Cut&Paste Los Angeles Regional Champion in 2010 and the Cut&Paste Global Champion in 2011. His fine-art illustration has been exhibited at solo and group shows across California. He is Design Director at Wexler of California, a distributed design studio, and he is the author, illustrator and publisher of "Home Bar Basics (and Not-So-Basics)." When our spirits line emerges, Dave will help market these products; he is well-connected to bartenders, spirit brand ambassadors,

spirit writers, and liquor retail managers locally and nationally.

OTHER EMPLOYEES

Head Brewer

We will hire a head brewer with significant experience at a similar production brewery.

Brewery Manager

We will hire a full time brewery manager to oversee all brewery operations.

Sales Manager

We will launch with a full-time Sales Manager to oversee the sales team and ensure goals are met.

Sales Team

We will launch with a team of three full-time salespeople. Our pro forma details their compensation structure.

Accountant

We will outsource our bookkeeping initially to a brewery accountant who was a former CFO for Sam Adams, and hire someone full time when the budget permits.

KEY CONSULTANT

BRETT REDMAYNE-TITLEY

Brewery Startup Consultant

Brett researched and prepared our pro forma numbers and will be consulting with us at all phases of launching our business. He has extensive experience helping to launch numerous breweries in Southern California.



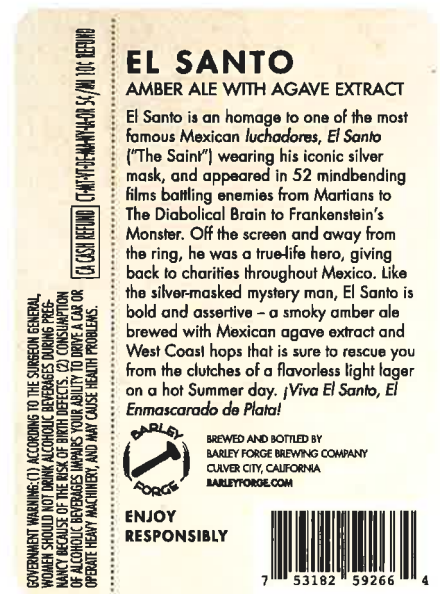
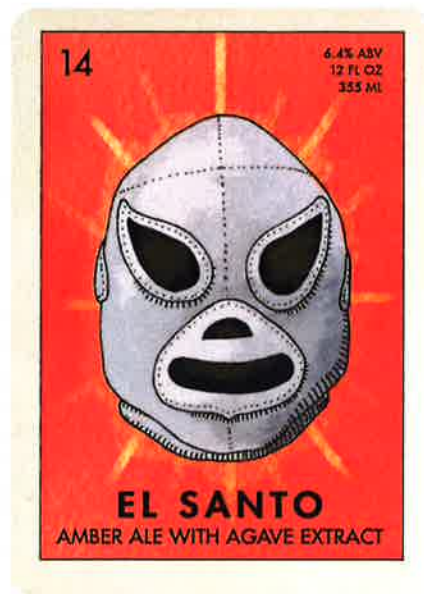
THE BLACK DAHLIA

The Black Dahlia is a Belgian dark strong brewed in the tradition of the great Monastic Abbey ales. Malt-forward and complex, this beer is brewed with Belgian Pilsen malt, dark Belgian candi syrup, a number of specialty grains and Abbey yeast. Clocking in at 11.0% ABV, this beer is deceptively smooth and goes well with barbecue and hearty foods, and is an excellent sipping beer on its own. Has won many awards, including Inland Empire Brewing's "pro-am" competition, beating out several hundred beers for the privilege of being brewed to commercial scale and entered into competition at the Great American Beer Festival.



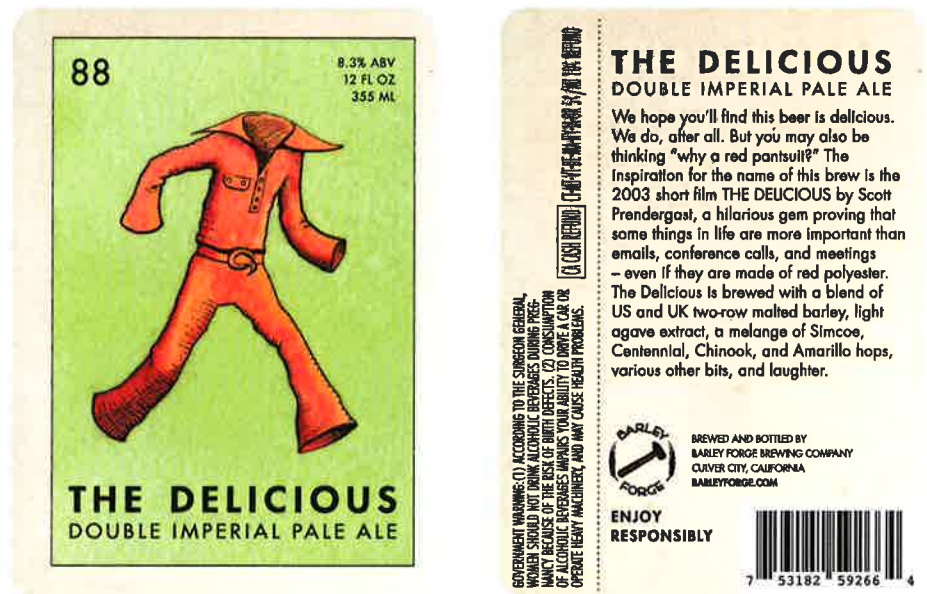
DON PERFECTO

Don Perfecto is our wheat beer. Rather than brewing a bland clone of the American style wheats produced by some of the major brewers masquerading as craft brewers, we took our cues from the Belgians and the great flavored beers of Mexico. Brewed with wheat malt, two-row barley, Mexican cinnamon, and vanilla, Don Perfecto is intended to be a beer analog to horchata, the great traditional Mexican agua fresca rice milk drink. At 5.1% ABV, Don Perfecto is light and refreshing, perfect with Mexican food or seafood.



EL SANTO

El Santo is our amber ale. A malty alternative to overly-hopped and overly-bitter beers. This brew is made with American two-row barley, a mix of specialty grains and some dark agave extract to add a touch of smoky complexity. At 6.4% ABV, this beer has decent strength but is still very drinkable on a hot day. Another multiple award winner.



THE DELICIOUS

The Delicious is our Double IPA and our homage to hops done right. Inspired by Russian River Brewing's famous Pliny the Elder, we added our own twists including light agave extract and our own hop bill, with the result focusing on hop flavor rather than bitterness. The recipe has been tested successfully on the competition circuit and the beer is very easy drinking despite its 8.3% ABV.

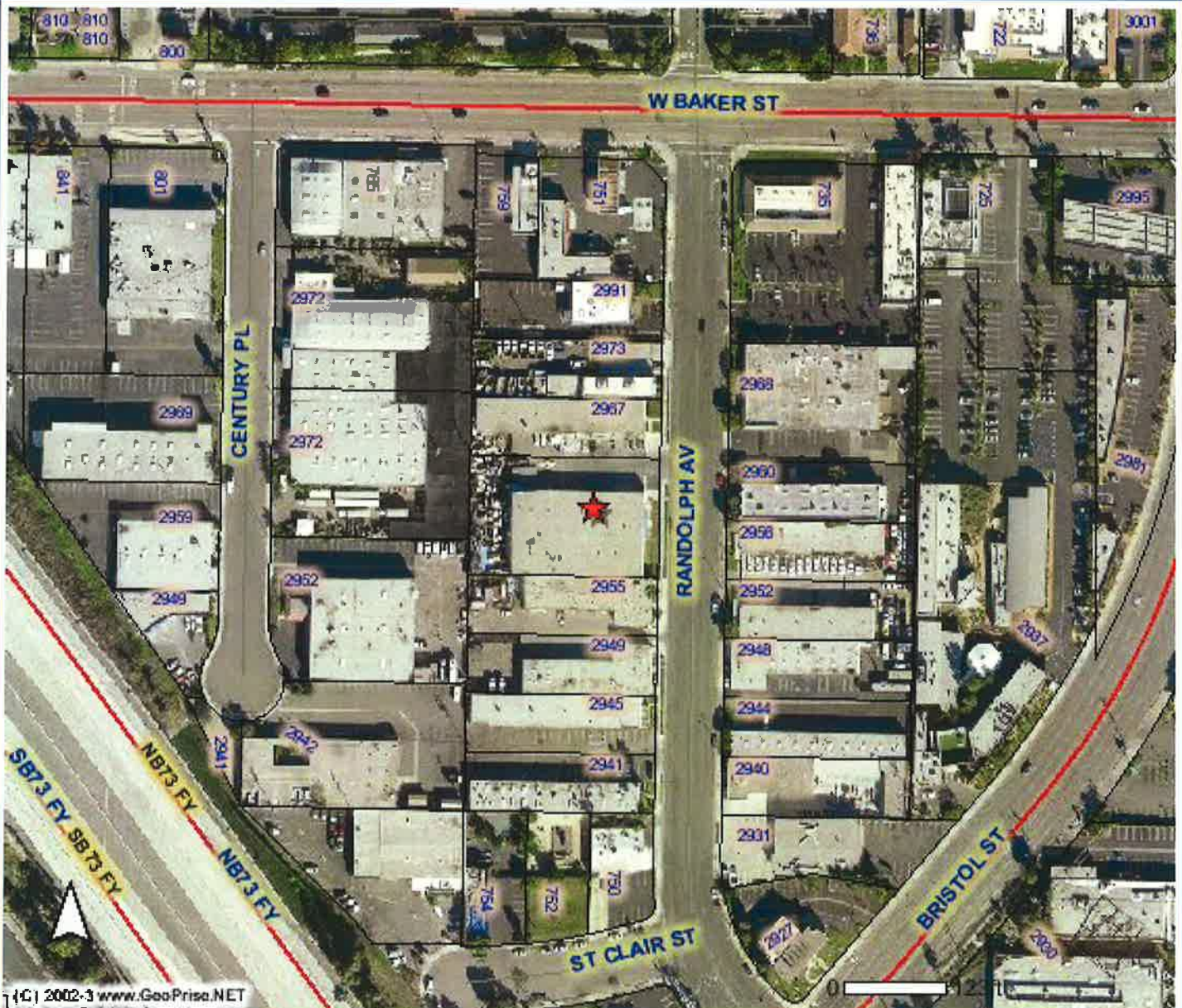
Overview Map



Legend

Address Small		Freeway		Freeway Major		Primary	
Address Points		Roads		Newport BLVD (cont)		SECONDARY	
		Collector (cont)				Hydrology	
						Channels	

Map Display



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p: 805.477.8932
p: 805.391-4500

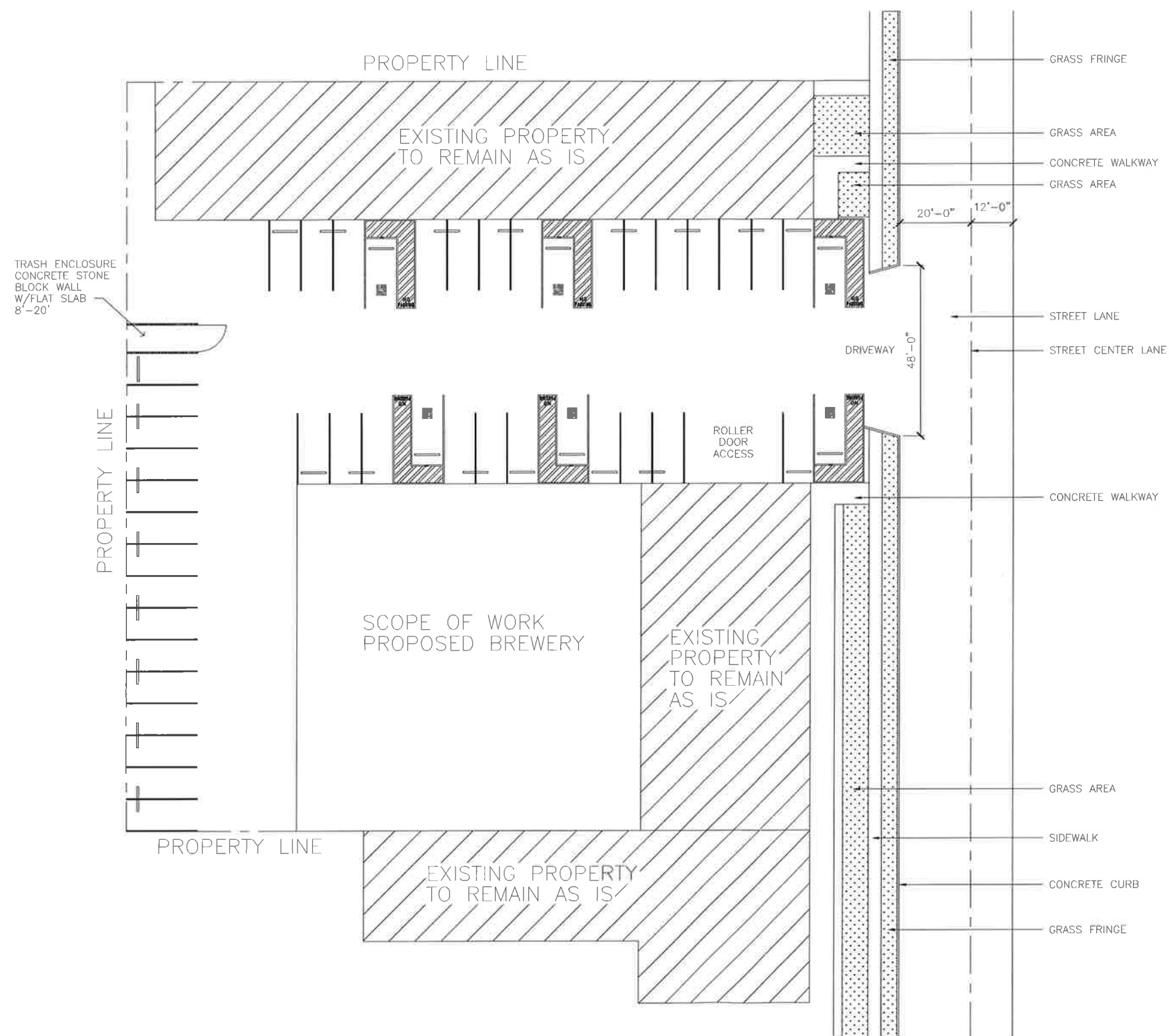
sndvlarch@gmail.com
monika.banakaite@gmail.com

326 Juniper St. #218
San Diego, CA 92101

[illegible]

Project number _____
Date _____
Drawn by _____
Checked by _____

Scale

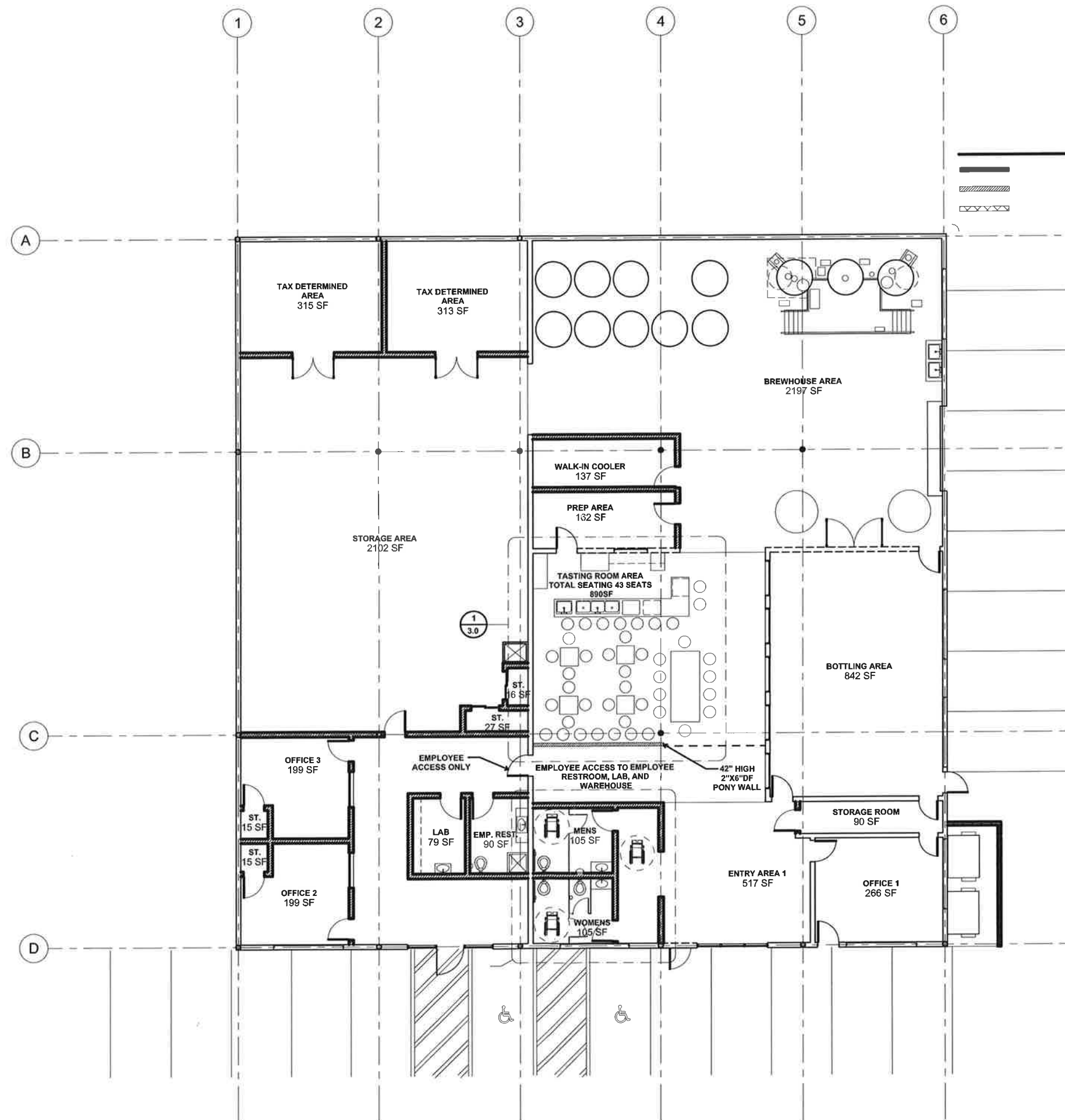


A circular compass rose with a horizontal line. The letter 'N' is at the top. Below 'N' are four vertical lines of increasing height, representing a magnetic declination of 11°.

SITE PLAN

SCALE - 1/16"=1'-0"

27





PLANNING COMMISSION

SUPPLEMENTAL MEMORANDUM

MEETING DATE: NOVEMBER 12, 2013

SUBJECT: PLANNING APPLICATION PA-13-18 TO OPERATE A MICRO-BREWERY WITH A TASTING ROOM IN AN EXISTING INDUSTRIAL BUILDING LOCATED AT 2957 RANDOLPH AVENUE

DATE: NOVEMBER 7, 2013

FROM: PLANNING DIVISION/DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER *tu*

FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692
antonio.gardea@costamesa.gov

Staff has received three email communications in support of proposed micro-brewery. The first email with an attached letter is from the fitness studio located at 766 St. Clair. The other two letters are from Costa Mesa property owners who live in the residential area to the north of the proposed micro-brewery location.

Attachments:

1. Email from Crossfit Costa Mesa (Alec Hanson) & attached letter
2. Email from Laura & Michael Coaty
3. Email from Kristine and Aaron Courdy

Distribution:

- Director of Economic & Development/Deputy CEO
- Senior Deputy City Attorney
- Public Services Director
- City Engineer
- Transportation Services Manager
- Fire Protection Analyst
- Staff (6)
- File (2)

Gregory Nylen
816 Basin Drive
Topanga, CA 90290

Alice Willer-Zelden
1000 Pacific Coast Highway, #7
Huntington Beach, CA 92648

GARDEA, ANTONIO

From: Alec Hanson [alec@crossfitcostamesa.com]
Sent: Thursday, November 07, 2013 1:48 PM
To: jimfitzeco@gmail.com; GARDEA, ANTONIO
Cc: Marice White
Subject: [BULK] Re: Barley Forge Brewing Co
Importance: Low
Attachments: 2013_11_07_13_42_15.pdf

Hello,

This email and the attached letter are to reflect my 100% support of this company coming into my city. I own a home on Flower Street and two businesses that operate right around the corner of this potential location and let me tell you, I could not be more in support of a local craft brewery.

It will be perfect for our area!

If I can help in anyway, please let me know.

Let's make this happen!

Alec Hanson
CrossFit Costa Mesa
www.CrossFitCostaMesa.com

766 St Clair, Costa Mesa, CA 92627

M: 949.500.8062
alec@crossfitcostamesa.com
<http://about.me/alechanson>



Re: Barley Forge Brewing 2957 Randolph, CUP Application

Chairman Fitzpatrick and Planning Commission:

I am both a homeowner and a business owner in Costa Mesa. As you know, running a successful business requires time, effort and investment. When a new business is proposed in the area near my business it is important to me that it: be a good fit, be a use that will not impact my business in a negative way and be an asset to the overall area and community. Barley Forge Brewing is the type of business that meets all of those requirements.

As a neighboring business owner I am asking you to support the proposed brewery and tasting room at 2957 Randolph. This use is the kind of addition to the SOBECA area that will continue us on the path of revitalization and build on the good work being done by the businesses here.

I urge you to vote in favor of the proposed CUP for Barley Forge Brewing.

Regards,


Alex Hansen

owner

CrossFit Costa Mesa

766 St. Clair

Costa Mesa, CA 92627

GARDEA, ANTONIO

From: Laura Coaty [lauracoaty@mindspring.com]
Sent: Thursday, November 07, 2013 12:50 PM
To: GARDEA, ANTONIO; marice@mconsensus.com; jimfitzeco@gmail.com
Subject: Barley Forge Brewing Application

Dear Planning Commission,

We have lived in Costa Mesa for the past twenty years and would welcome a craft brewery in the neighborhood. Please approve the application for the brewery that is being proposed for 2957 Randolph.

Thanks,

Laura & Michael Coaty
Homeowners
3092 Tara
Costa Mesa 92626

GARDEA, ANTONIO

From: Kristine Courdy [kcourdy@gmail.com]
Sent: Thursday, November 07, 2013 3:10 PM
To: jimfitzeco@gmail.com; GARDEA, ANTONIO; Marice White
Subject: Barley Forge Brewing 2957 Randolph, CUP Application
Chairman Fitzpatrick and Planning Commission:

As a homeowner and resident of Costa Mesa I am writing you about the above proposed use near my home. Please vote in favor of the proposed brewery and tasting room at 2957 Randolph. This use is a perfect addition to the SOBECA area and one that will further enhance and promote the type of uses and redevelopment this area needs. All of us benefit by quality uses and redevelopment in this area – and as a homeowner, I know that our property values are increased as the area is improved and redeveloped. This part of Randolph is in a transition with new uses and businesses coming to the area. As the area evolves it is an opportunity for the street and general area to improve. This is exactly the kind of use and business this area calls for – their parking is 100% contained on site and they will likely attract a discerning clientele.

I urge you to vote in favor of the proposed CUP for Barley Forge Brewing.

Thank You,

Kristine and Aaron Courdy
752 Wingate Bay